

DIRECTORS:
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THE SIMPSON COMPANY
ROBERT SIMPSON LIMITED

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SATURDAY,
Sept. 9, 1899.

Autumn Beauty at Its Best.

In a store sense, this is the very richest and ripest time of Autumn. Autumn stocks are at their fullest. The store is garnered full. It is rich with Autumn. We have harvested the freshest and best from the four corners of the earth. We make a storehouse of the world's Fall beauty. The best, the fullest, the newest stock of Dress Goods. The most attractive displays of all classes of Dry Goods, and the most considerate of your pocket-book. The more you look the more fully you will realize that we're prepared as never before for a tremendous Fall business. It isn't electro-plated vanity to tell of the new things we have in

—Dress Goods and Silks
—Mantles and Millinery

—Furs and Costumes
—Clothing and Furnishings

America, England, France, and Germany have been searched through and through by our buyers for the choicest things of every sort that you are likely to need. The result is that no store can show stocks to equal those prepared for your inspection here.

The New Dress Goods and Silks.

A splendid array of new and beautiful fabrics now fills every section of this great Dress Goods store. These are opening days, and there are proud showings from all the best makers in England, France, and America. Of course, in addition to the more exclusive styles and patterns there are a multitude of handsome fabrics at most reasonable prices.

Genuine Oxford Tweed Suiting, in a large range of coloring, 54 inches, at \$1.50 per yard.
Genuine Scotch Homespuns, in pretty checks and combinations of colorings, 50 inches wide, at \$1.00 per yard.
Ladies' Fine French Venetian Cloth, in all the new fall shades, guaranteed, 52 inches wide, at \$1.00, \$1.25, \$1.50.
Ladies' Fine French Covert Cloth, beautiful finish, the correct material for tailor-made suits, in new shades, 52 inches wide, at \$1.00, \$1.25, \$1.50.
New Homespun Suitings, in greys, browns, fawns, and tints with fancy mixtures, 52 inches wide, at \$1.00 and \$1.25 per yard.
New French Cheviot Suiting, in navy and black, beautiful material for ladies' tailor-made suits, 58 inches wide, at \$1.00 per yard.
2,000 yards 71-inch Parisian Striped Taffetas, in all the new colorings, on light, medium, and dark grounds, superb quality of French silks, regular value \$1.00 and \$1.25, Monday special, 65c.

New French Camel's Hair and Boucle Plaids, in beautiful combinations of colorings, at 75c, \$1.00, \$1.25, \$1.50 per yard.
22-inch French Novelty Waist or Trimming Silks, the new raised cord design, direct from Lyons, exclusive novelty, at \$1.00.
22-inch Novelty Striped Silks, illuminated broches and pompadour broches, exquisite combinations of French colorings, at \$1.50.
24-inch Morette Skirting Silks, new colorings for fall wear, regular 85c goods, special at 65c.
22-inch Black Satin Redzimer, a special high-class dress silk, a marvellous fabric at the price, \$1.00.
25-inch Black Satin Duchesse, Lyons manufacture, all pure silk, extra heavy quality, for separate skirts or full gowns, regular value \$1.65, for \$1.25.
23-inch Black Mousseline Taffetas, in polka dot and broad effects, the latest black French Novelty, at \$1.25 and \$1.50.
42-inch Plain Black Mousseline Taffetas, absolutely perfect in weave, pure dye and guaranteed for wear, note the width, price \$1.50 and \$2.00.



MILLINERY OPENING DAYS.

Monday, Tuesday, and Wednesday will be Millinery Opening Days. Paris, London, and New York have sent their best, and in no recent season have so many really pretty effects been given. Elegance, the harmony of good taste, is evident everywhere, and amongst the many Parisian models the following are worth particular mention:—

A Castor Mirror Velvet Hat by Mme. Pousanne, the crown and brim laid in folds, brim edged with mink fur, a scarf effect of Paisley silk, three handsome ostrich plumes to match velvet, steel buckles. 25.00
Black Velvet Hat by Mme. Pousanne, rolling brim, with softly puffed facing caught in place with new art buckle, 3 large ostrich tips and shirred satin ribbon bow. 26.00
Large Velvet Face Hat, Helix-Boyer, in periwinkle blue, spreading bow of ribbon in same shade, ostrich tips and buckle. 30.00

Ready-to-Wear Hats.

Our stock of "Ready-to-Wear" Hats comprises all the New York and the latest novelties—Rough Riders, Tam Crown, Princess, and other shapes—From \$1.25 to \$3.50. 75c to \$2.50.

Millinery Trimmings.

Eagle and Pelican Quills, in natural and fancy colorings, each, from 10c to \$1.50.
Beautiful Painted Quills, Paris' latest novelties, for 50c, \$1, and \$1.50.
Globe Skins, natural shades, very bright and even, 50c and \$1.
Ostrich Feather, Prince of Wales Tips, of bright and silky fibre, 50c, \$1, and \$2.
Ostrich Tips, 3 in bunch, special value, per bunch, 25c, 50c, \$1, and \$4.
Handsome Feather Breast and Wings, in rich colour shadings, 40c, 75c, and \$1.50.
Mounted Birds, in natural plumage, to match any shade, 35c, 50c, \$1, and \$2.
Butterfly Effects, all very natural in colorings, 50c, \$1, and \$2.

Opening Days for...

New Laces and Neckwear.

This is to be a "Lace season"—Lace for garniture, Lace as over-skirt, or even in full Princess robe. Fashion has spoken in no uncertain way. The collection is very fine, and is ready. The butterfly is ubiquitous—worked into the filmy mesh, embroidered in the silk of neck-piece—is to be used as garniture and ornament.

Very much of the daintiest Neckwear is from Paris, and has arrived in nick of time for this early display.

Princess Lace Robes, in real Brussels applique, Point de Gaze, and Point de Flandre, in cream and white, \$25 to \$100 each.
Black Sequin Over-Skirts, with bodice to match, \$10 to \$50 each.
All-over Sequin Nets, in black, silver, gold, and pompadour, \$2 to \$10 yard.
Neckwear from Paris—Silk and Chiffon Stock Collars, with bow or Jabot effects, \$1 to \$7 each.

New Ribbons.

Handsome Liberty Satin Ribbons, 5 inches wide, for millinery or neckwear, 45c.
Pretty Plaid Ribbon, in 12 different combinations, 4 inches wide, 20c.
Pompadour Galoon Ribbons, floral designs, 3/4-inch wide, 10c.
Narrow Fancy Dotted Ribbon for waist trimming, latest novelties, 5c.
Satin Back Velvet Ribbons, black only, in all widths, rich quality, prices—1-inch, 12 1/2c; 1 1/2-inch, 20c; 2 1/4-inch, 25c.
Wove Edge Silk Face Velvet Ribbons, black only, all widths in stock, 18 yards pieces, No. 4, 25c piece; No. 6, 30c; No. 8, 40c. All other widths proportionately low.

New Fall Mantles, Costumes, and Furs.

Handsome Plush Wrap, long opera length, beautifully embroidered with cut jets, in new design, collar, fronts, and around bottom trimmed with a wide band of choice sable fur, lined throughout with best black satin, satin pleating around inside edges, \$100.00.

Handsome Cloth Wraps, trimmed with soutache, and embroidered in jets, new opera lengths, \$25 to \$55.00.

Imported Pattern Suit, of pearl grey broadcloth, trimmed with black and grey silk braid, in pretty design, high collar with revers, jacket lined with fine taffeta silk, \$48.50.

Ladies' Suits, made of all-wool broadcloth, jacket lined with satin, buttoned with pearl buttons, short length, skirt lined with linenette, velvet bound, army blue, \$10.00.

Ladies' Suits, made of fine quality cheviot, jacket lined with silk merv, fly front style, buttoned with pearl buttons, new style skirt, best lining and facings, navy and black, \$11.50.

Ladies' Kersey Cloth Jackets, buttoned with 12 pearl buttons, coat collar, new coat sleeve, lined with satin, scooped around bottom, fawn, tan, and black, \$6.50.

Ladies' Jacket, double-breasted style, made of fine all-wool Kersey cloth, coat collar, new sleeves,

lined with satin, and trimmed with soutache braid, \$8.50.

We are making a special display of Novelty Wraps, Suits, and Jackets, to be seen nowhere else in Toronto.

Alaska Sable Scarfs, No. 1 quality, choice fall fur, shaped, two heads and ten tails, \$12.75.

Electric Seal Capes, high storm collar, 10-inch cape, full sweep, two heads and four tails, brown satin lining, \$9.50.

Electric Seal and Chinchilla Capes, high storm collar, faced and 5-inch frill around skirt of chinchilla, yoke and outside of collar electric seal, lined with fancy silk, \$15.00.

Children's White Thibet Sets, collar and muff, satin lined, \$2.75.

We are showing a fine range of Furs in Astrachan, Electric Seal, Alaska Seal, and Persian Lamb. Jackets, elegant capes and scarfs in the choicest furs, our latest styles.

Children's New Fall Reefers.

Children's Reefers, made of all-wool Kersey cloth, fine finish, fitted back, with strap and button, sacque front, buttoned with 6 pearl buttons, fancy sailor collar in new design, trimmed with silk braid, colour light fawn, cardinal, and light navy.

Age— 4 6 8 10 and 12 years.
\$6.00 \$6.25 \$6.50 \$6.75 \$7.00.

Our stock of children's garments is complete, embodying all the new novelties in Reefers and Gretchens at all prices.

New Fall Underwear.

4 dozen Grey Flannel Nightgowns, made of all-wool unshrinkable flannel, double yoke, extra fullness in skirt, frill of self around neck, down front, and on sleeves, braided in colours, \$1.25.

12 dozen Flannellette Drawers, extra full size, made in knicker style, with elastic at knee and frill of self around bottom, plain colours, pink and blue, and fancy stripes, embroidered around bottom, 35c.

15 dozen Flannellette Nightgowns, Ceylon quality, made extra fullness in skirt and sleeves, double

yoke, frill of self on turn down collar and sleeves, double frill down fronts, embroidered with silk, plain colours, pink, blue, and white, fancy stripes, 50c.

6 dozen Grey Flannel Drawers, unshrinkable all-wool flannel, extra full size, elastic at knee and frill around bottom, embroidered in colours, 75c.

New Carpets and Linoleums.

Brussels Squares, 18-inch interwoven border, a large variety of new designs and colorings, suitable for dining-rooms, sitting-rooms, etc., in sizes 3x3 1/2, and 3x4, from \$9.50 to \$16.00.

New Curtains.

Battenburg Curtains, 50 and 60 inches wide, 3 1/2 yards long; this curtain is the latest novelty in a 4 window curtain; we have just received a new shipment of these fine goods, and are showing a fine range at, per pair, \$10.00.

New Chenille and Tapestry Carpets, 3 1/2 yards long and 50 inches wide, with heavy fringe top and bottom, in all the new colorings of reds, greens, fawns, tans, etc., a large range of patterns to choose from, \$5.00.

Fine French Tapestry, 50 inches wide, in new designs, suitable for portieres, draperies, and upholstering furniture, in all the new colours of greens, old rose, tans, and blues, special, per yard, \$3.50.

Best Quality Nottingham Lace Curtains, made to order, the best grades in Battenburg, Brussels lace, and Irish point, we are showing a large range of new designs of the latest novelties, per pair, \$2.00.

New French Reversible Drapery Silk, 50 inches wide, all new combinations of colouring, very suitable for portieres and drapes, as both sides are alike, special, per yard, \$1.75.

New French Velours, 50 inches wide, both single and double faced, all new colours of greens, blues, tans, golds, and olives; we show a full range of each quality, a special line at, per yard, \$1.10.

English Axminster, our heavy imports for the fall season added to always well assorted stocks of these high grade carpets give us a stock that is not excelled in Canada either in size or quality, it contains all the latest novelties of the designer's art shown in the British markets, suitable for drawing-rooms, dining-rooms, libraries, halls, or stairs, with 2-4 and 5-8 border to match, for values they cannot be surpassed, per yard, at \$1.25, \$1.50, and \$2.00.

English Brussels, we wish particularly to draw attention to our splendid assortment of the highest grade goods made in these popular carpets, all new and thoroughly up to date, many of the designs being confined exclusively to this store, with 1/4 and 1/2 star to match, special value, per yard, at \$1.00 and \$1.25.

Tapestry—In these goods we lead the trade; our values are always the biggest to be found, a large assortment of new designs, and colorings just opened, special, per yard, at 45c, 50c, 60c, and 70c.

All-Wool Reversible Carpet, 36 inches wide, both British and domestic-made goods; our new fall goods have just been passed into stock, the designs are the best we have shown, in colorings of blues, greens, fawns, wood shades, etc., special values at, per yard, 65c, 75c, 85c; extra quality, 3-ply, \$1.00.

Scotch Linoleums, 2 and 4 yards wide, a full range of new floral, block, and tile designs, suitable for both public and private houses, per square yard, 35c, 40c, 50c, 60c, and 75c.

New Fall Gloves and Hosiery.

Ladies' Genuine French Kid Gloves, our special brand "La Rive," 2 dome fasteners, two-toned embroidery, welts to match, made with gussets, every pair guaranteed, shades black, heliotrope, beige, light blues, dark blues, greys, reds, browns, tans, greens, and white, all sizes, per pair, \$1.25.

Misses' Genuine French Kid Gloves, 2 dome fasteners, made with gussets, silk embroidery, every pair guaranteed, the shades are reds, greens, blues, tans and browns, all sizes, per pair, \$1.00.

Ladies' Austrian-made Kid Gloves, 2 dome fasteners, pique sewn, good heavy qualities, made specially for street wear, embroidered backs, shades are black, tans, browns, blues, greens, and ox-bloods, all sizes, per pair, 75c.

Gent's Genuine Dog Skin Gloves, pique sewn, gusset fingers, tans and browns, every pair guaranteed, all sizes, per pair, \$1.25.

Gent's Real Lamb Lined Kid Mittens, extra warm for cold weather, dark tans and browns, all sizes, per pair, 75c.

Gent's Silk Lined Reindeer Gloves, same quality as unlined at \$1, every pair guaranteed, all sizes, per pair, \$1.25.

Ladies' Extra Heavy Winter Weight Black Cashmere Hose, in ribbed or plain, double sole, heel, and toe, full-fashioned, size 8 1/2 to 10, at 50c pair, or 3 for \$1.40.

Ladies' Plain Black Cashmere Hose, spliced sole, heel, and toe, full-fashioned, made with seamless or fashioned feet, size 8 1/2 to 10, at 25c.

Ladies' Plain or Ribbed All-Wool Black Cashmere Hose, high spliced ankles, double sole and toe, full-fashioned, made of choice pure wool yarn, a splendid hose for fall or winter wear, size 8 1/2 to 10, at 35c per pair, or 3 pair for \$1.00.

Boys' Extra Heavy 4-ply English Worsted Hose, double heel and toe, made very elastic, one of the strongest hose made, size 6 to 10, special at 35c.

Men's Extra Fine Plain or Ribbed Black Cashmere Hose, double heel and toe, made of extra choice yarn, all sizes, at 25c.

Prints, Muslins, and Fancy Cotton Goods.

Departing visitors wishing to take home inexpensive remembrances to friends will find the following list contains useful materials, handsome styles and reliable qualities at unusually low prices.

An Evening Dress for \$2.25—A beautiful White French Organdie, the most desirable of all evening materials; this is a splendid present for a young lady; the goods are nearly two yards wide, and we offer a dress length of six yards, Monday, for \$2.25.

Dress Lengths for \$5.00—100 Dress Lengths of Piece Back Wrappettes, put up in neat, presentable shape, pretty designs and colorings, 10 yards for 95c.

Blouse Lengths for 48c—100 designs to select from, American Novelty Plaids and Stripes, elegant colorings, copies of the high-class novelties; a very handsome blouse of 2 1/2 yards costs but 48c.

Blouse Lengths for 60c—25 pieces New Hand-some and Stylish Plaids, selected colorings, 36 inches wide, for dresses and blouses, a blouse length of 2 1/2 yards, Monday, for 60c.

Handsome Cotton Tops 50c—200 Japanese Silk Cushion Tops, size 22x22, handsomely embroidered with dined and gold thread, shades of buttercup, black, pink, pale blue, etc., good 75c value, Monday, 50c.

Material for Underskirt \$1.50—Rich colorings in Metallic Printed Satens, a serviceable and durable material, that looks almost as well as silk; specially made for fall underskirts; at the Lining Counter, Monday, 6 yard lengths for \$1.50.

Two Shoe Stores.

Our Ladies' and Children's Shoe Store—First Floor, Yonge Street, Front. Men's—In New Building.

Step into our Ladies' Shoe Department and have your shoes dressed with our special dressings free of charge.

These for Ladies.

"The Brookline," Ladies' Lace or Button Boot, made of genuine vicci kid, with kid tip, medium weight, welled or light flexible sole, toe width of 3 1/2, sizes 2 to 7, widths A to EE, this is the ideal last for crowded toes, being comfortable yet shapely, price \$2.50.

These for Men.

You will find our Men's \$3.00 and \$4.00 Boots equal in style, wear, and finish to any stamped \$3.50 or \$5.00 boots.

Our "Storm King," made of White Bros' best quality box calf, black, tan, or chocolate color, leather or drill lined, heavy slip sole, Goodyear welled, all sizes and widths, best value made, at \$4.00.

Clothing, Furnishings, Hats and Caps, for Men and Boys—In the New Building, Corner Yonge and Richmond.

New Fall Clothing.

Men's Light-weight Fall Overcoats, single-breasted, fly front, fine worsted finished tweed, dark grey, fast color, good Italian cloth linings and trimmings, cut medium length, sizes 36-44. Special, Monday

Men's Pure Wool English Tweed Sack Suits, double-breasted style, dark grey, plain pattern with faint red overplaid, good heavy Italian linings, cut in the latest style and well finished, sizes 36-44. Special, Monday

Boys' Three-piece School Suits, dark brown in a broken plaid pattern, pure wool Canadian tweed,

good strong Italian cloth linings and trimmings, and well tailored, sizes 28-33. Special, Monday

Boys' Fine Scotch Tweed Two-garment Suits, medium blue shade, fast color, good farmer's satin linings and elegantly tailored, sizes 22-30. Special, Monday

Boys' All-wool Canadian Tweed Two-piece Suit, neat broken check patterns, in brown and dark grey, good strong wearing material, neatly pleated back and front, made to button close up to the throat, well trimmed, regular 2.50

value. Monday

Furnishings for Men and Boys.

Men's Fine Imported English Neckwear, the newest effects and patterns, in bows, four-in-hands and puff shape, well made and silk lined. Special, Monday

Men's Suspenders, fine elastic web, in plain colors, also some fancy patterns, mohair ends and drawers supporters, kid finish, assorted lengths. Monday

Men's Fall Weight Underwear, purely all-wool, in neat stripe patterns, also plain colors, full size shirts, with ribbed skirt and cuffs; drawers well

shaped and finished, with ribbed ankles, usually sold at 50c. Monday, each

Boys' Flannellette Top Shirts, good heavy weight, neat stripe patterns, in pink, pale blue and fawn, made with collar attached, sizes 12 to 14. Monday, each

Hats and Caps.

Men's Hookdown Caps, large full shape, in very fine navy blue will serge or fancy check and plain tweeds. Extra special

Men's Newest Fall Shape Soft Hats, in black, cigar or seal brown colors, large, medium or small shapes, best silk bands and bindings,

unlined, light in weight. 2.00

Men's Stiff Hats, in fine quality imported English fur felt, new and dressy, fall style, colors black or seal brown, silk bands and bindings, chevronette leather sweatbands, unlined. Special, 1.25

Fall Catalogue Now Ready.

Thousands of people throughout Canada are using our Mail Order system to order goods. Have you tried it? Our fall and winter Catalogue is now ready for distributing and can be had by forwarding your name and address on a post card.